

**2015-2016 PROPOSED BUDGET
RESPONSE TO REQUEST FOR INFORMATION**

DEPARTMENT: Austin Convention Center

REQUEST NO.: 62

REQUESTED BY: Troxclair

DATE REQUESTED: 06/24/15

DATE POSTED: 06/30/15

REQUEST: As a follow-up question to Budget Question No. 51, please provide a detailed expenditure report for FY 2013-2015 of the 20 5/7% that is allocated to the Tourism and Promotion Fund along with the activity and purpose of this fund.

RESPONSE:

The Tourism and Promotion Fund is a special revenue fund that receives 20 5/7% of the Hotel Occupancy Tax to promote conventions and tourism for Austin through the Austin Convention and Visitors Bureau (ACVB). Hotel Occupancy Tax is governed by state statutes, bond covenants, and local ordinances and must be utilized accordingly. ACVB's mission is to market and sell Austin as a premier business and leisure destination, enriching Austin's hospitality industry and the community's overall quality of life. Tourism directly supports additional local jobs, wages, and retail sales and contributes to the taxing jurisdictions. Tourism and promotion activities are performed by ACVB through a contract with the City. ACVB concentrates its efforts and resources on national and international conventions and group sales, travel industry sales and services, historic preservation, client tours, trade shows, support of the local music and film industry and innovative marketing programs. Efforts of ACVB attract millions of visitors to the metropolitan area annually and generate billions of dollars in regional economic output through conventions, meetings and tourism. More information about the ACVB is available at www.austintexas.org.

The following page contains a detailed expenditure and revenue report for ACVB from FY 2013-2015 year-to-date.

AUSTIN CONVENTION AND VISITORS BUREAU
RESPONSE TO REQUEST NO. 62
DETAILED EXPENDITURE FY 2012/2013; FY 2013/2014; YTD FY 2014/2015

	For the Fiscal Year Ending September 2013 Actuals		For the Fiscal Year Ending September 2014 Actuals		Year to Date Through May 2015 Actuals	
	\$	%	\$	%	\$	%
REVENUES, GAINS & OTHER SUPPORT:						
City Contract	9,586,280	81.4%	11,032,841	82.1%	7,943,507	83.5%
Merchandise Sales	995,446	8.5%	987,299	7.3%	674,980	7.1%
Services	242,229	2.1%	270,394	2.0%	203,182	2.1%
Donated Services	408,663	3.5%	758,053	5.6%	402,515	4.2%
Rack Rental	14,129	0.1%	12,839	0.1%	10,380	0.1%
Sponsorships & Coops	482,830	4.1%	345,289	2.6%	269,104	2.8%
Expired Grants	(2,658)	0.0%	476	0.0%	-	
Other Income	43,493	0.4%	36,711	0.3%	12,662	0.1%
Interest & Dividends	2,014	0.0%	1,274	0.0%	1,264	0.0%
Sub-Total Private Revenue	2,186,146	18.6%	2,412,335	17.9%	1,574,087	16.5%
TOTAL REVENUE, GAINS & OTHER SUPPORT	11,772,426	100.0%	13,445,176	100.0%	9,517,594	100.0%
PROGRAM EXPENSES:						
Merchandise Sales Costs	756,348	6.4%	744,276	5.5%	493,398	5.2%
Collateral	24,712	0.2%	10,497	0.1%	36,630	0.4%
Contracted Services	100,400	0.9%	118,150	0.9%	118,000	1.2%
Fulfillment Cost	14,979	0.1%	24,489	0.2%	14,363	0.2%
Housing Costs	120,515	1.0%	73,868	0.5%	63,500	0.7%
Heritage Grants	113,660	1.0%	140,881	1.0%	117,500	1.2%
Media Placement	1,289,525	11.0%	1,593,511	11.9%	1,314,879	13.8%
Production Costs	736,749	6.3%	727,448	5.4%	519,501	5.5%
Project Costs						
Trade Shows	311,264	2.6%	295,278	2.2%	195,494	2.1%
FAMS & Site Visits	83,889	0.7%	137,245	1.0%	87,210	0.9%
Client Development	546,168	4.6%	552,715	4.1%	525,497	5.5%
Local Meetings/Transportation	116,667	1.0%	65,355	0.5%	42,878	0.5%
Special Projects	334,080	2.8%	387,084	2.9%	275,760	2.9%
Education Seminars	81,547	0.7%	84,663	0.6%	40,917	0.4%
Rent & Utilities	496,933	4.2%	510,262	3.8%	324,110	3.4%
Information Technology	126,396	1.1%	140,394	1.0%	92,402	1.0%
Delivery	19,118	0.2%	20,877	0.2%	11,956	0.1%
Depreciation & Amortization	83,673	0.7%	121,144	0.9%	116,958	1.2%
Dues & Subscriptions	104,829	0.9%	96,105	0.7%	76,941	0.8%
Professional Fees	141,190	1.2%	89,926	0.7%	95,945	1.0%
Insurance	50,657	0.4%	44,456	0.3%	34,629	0.4%
Office Expense	49,055	0.4%	76,458	0.6%	47,719	0.5%
Postage	33,745	0.3%	47,969	0.4%	30,304	0.3%
Printing	2,904	0.0%	3,802	0.0%	6,485	0.1%
Research	128,100	1.1%	90,968	0.7%	57,132	0.6%
Taxes	338	0.0%	154	0.0%	2,102	0.0%
Telephone	59,746	0.5%	63,984	0.5%	46,759	0.5%
Wages & Salaries	3,838,638	32.6%	4,031,854	30.0%	2,838,261	29.8%
Employee Benefits	1,089,131	9.3%	1,103,523	8.2%	758,570	8.0%
Donated Services	408,663	3.5%	758,053	5.6%	402,515	4.2%
Bad Debt Expense	-	0.0%	-	0.0%	-	0.0%
Miscellaneous	1,144	0.0%	4,180	0.0%	1,697	0.0%
TOTAL PROGRAM EXPENSES	11,264,763	95.7%	12,159,569	90.4%	8,790,012	92.4%
CHANGE IN NET ASSETS	\$ 507,663	4.3%	\$ 1,285,607	9.6%	\$ 727,582	7.6%